From the INTERNATIONAL SEARCHING AUTHORITY

To: MICHAEL J. MALLIE BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP 12400 WILSHIRE BOULEVARD 7TH FLOOR LOS ANGELES CA 90025	PCT NOTIFICATION OF TRANSMITTAL OF THE INTERNATIONAL SEARCH REPORT OR THE DECLARATION (PCT Rule 44.1) Date of Mailing (day/month/year) 09 12 202			
+688.P021PCT	FOR FURTHER ACTION See paragraphs 1 and 4 below			
International application No. PCT/US01/11666	International filing date (day/month/year) 09 APRIL 2001			
Applicant ISURFTV				
1. X The applicant is hereby notified that the international search report has been established and is transmitted herewith. Filing of amendments and statement under Article 19: The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46): When? The time limit for filing such amendments is normally 2 months from the date of transmittal of the international search report; however, for more details, see the notes on the accompanying sheet. Where? Directly to the International Bureau of WIPO 54, chemin des Colombettes 1211 Geneva 20, Switzerland Facsimile No.: (41-22) 740.14.35				
For more detailed instructions, see the notes on the accompanying sheet.				
The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect is transmitted herewith.				
With regard to the protest against payment of (an) additional fee(s) under Rule 40.2, the applicant is notified that: the protest together with the decision thereon has been transmitted to the International Bureau together with the applicant's request to forward the texts of both the protest and the decision thereon to the designated Offices. no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.				
4. Further action(s): The applicant is reminded of the following:				
Shortly after 18 months from the priority date, the international application will be published by the International Bureau. If the applicant wishes to avoid or postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau as provided in rules 90 bis 1 and 90 bis 3, respectively, before the completion of the technical preparations for international publication.				
Within 19 months from the priority date, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase until 30 months from the priority date (in some Offices even later).				
Within 20 months from the priority date, the applicant must perform the prescribed acts for entry into the national phase before all designated Offices which have not been elected in the demand or in a later election within 19 months from the priority date or could not be elected because they are not bound by Chapter II.				
Name and mailing address of the 10th (110				
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231	HAI VAN TRAN			
Facsimile No. (703) 305-3930	Telephone No. (708) 808,0000			

Form PCT/ISA/220 (July 1995)*



PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

International application No. PCT/USO1/11868 Applicant ISUNFTV This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau. This international search report consists of a total of sheets. It is also accompanied by a copy of each prior art document cited in this report. Basis of the report A With regard to the language, the international search was carried out on the basis of the international application in the language in which it was filed, unless otherwise indicated under this item. the international search was carried out on the basis of a translation of the international application furnished to thority (Rule 28.1(b)). BWith regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international search was carried out on the basis of the sequence listing: contained in the international application in written form. filed together with the international application in written form. furnished subsequently to this Authority in written form. furnished subsequently to this Authority in computer readable form. furnished subsequently to this Authority in computer readable form is identical to the written sequence listing has been furnished. Certain claims were found unascarchable (See Box 1). Unity of invention is lacking (See Box 1). With regard to the title. the text has been established by this Authority to read as follows: This international application in search was a carried out on the basis of the international search was carried out on the basis of the international search was carried out on the basis of the international application in written form. furnished subsequently to this Authority in computer readable form. the statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished. The text has been established by the applicant.	Applicant's or agent's file reference 4688.P021PCT	FOR FURTHER see Notification of ACTION (Form PCT/ISA/s	Transmittal of International Search Report 20) as well as, where applicable, item 5 below.
Applicant ISURFTV This international search report has been prepared by this International Searching Authority and is transmitted to the applican according to Article 18. A copy is being transmitted to the International Bureau. This international search report consists of a total of sheets. It is also accompanied by a copy of each prior art document cited in this report. 1. Basis of the report a. With regard to the language, the international search was carried out on the basis of the international application in the language in which it was filed, unless otherwise indicated under this item. the international search was carried out on the basis of a translation of the international application furnished to it Authority (Rule 28.1,b)). b. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international sequence are arried out on the basis of the sequence listing: contained in the international application in written form. filed together with the international application in computer readable form. furnished subsequently to this Authority in written form. furnished subsequently to this Authority in computer readable form. the statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished. Certain claims were found unsearchable (See Box 1). With regard to the title. With regard to the abstract, the text is approved as submitted by the applicant. the text has been established according to Rule 38.8(b), by this Authority as it appears in Box 111. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority. 6. The figure of the drawings to be published with the abstract is Figure No. as suggested by the applicant failed to suggest a figure. None of the figures.	International application No.	International filing date (day/month/year)	(Earliest) Priority Date (day/month/year)
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because this figure better characterizes the invention.	X because the applicant failed	to suggest a figure.	is one of the figures.
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Form PCT/ISA/210 (first sheet) (July 1998)*



International application No. PCT/US01/11666

Box III TEXT OF THE ABSTRACT (Continuation of item 5 of the first sheet)

A system and method for prioritizing the insertion of recorded media 213 into a broadcast stream 202 according to a comparison of priority indicators 240 in the broadcast stream and in the recorded media insertion. The recorded media insertion may be multi-media in nature

A. CLA	ASSIFICATION OF SUBJECT MATTER : H04N 5/445, 7/175; G06F 5/00, 15/00		· 	
US CL	: 725/40, 117; 345/328			
	to International Patent Classification (IPC) or to be	oth national classification and IPC		
	LDS SEARCHED			
ł	documentation searched (classification system follow	red by classification symbols)		
U.S. :	725/40, 117; 345/328			
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched				
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)				
C. DOC	CUMENTS CONSIDERED TO BE RELEVANT			
Category*	Citation of document, with indication, where a	ppropriate, of the relevant passages	Relevant to claim No.	
X	US 5,414,773 A (HANDELMAN) 09 col.7, lines 5-19; col.9, lines 55-col. col.8, lines 59.	1-6, 9-15, 18, 20- 23, 26-29, 31, 33- 34		
Y		5, 7, 8, 16,17, 19, 24, 25, 30, 32, 35		
Y	US 5,818,441 A (THROCKMORTON et al) 06 OCTOBER 1998; 5, 16, 24, 25, 30 Fig.5, col.5, lines 13-30			
Y	US 5,841,563 A (EFFENBERGER) 24 NOVEMBER 1998; col.8, lines 33-64; col.5, lines 1-65			
Further documents are listed in the continuation of Box C. See patent family annex.				
* Special categories of cited documents: "T" later document published after the international filing date or priority				
"A" doc	cument defining the general state of the art which is not considered	date and not in conflict with the appl the principle or theory underlying the	lication but cited to understand	
	be of particular relevance rlier document published on or after the international filing date	"X" document of particular relevance; the	claimed invention cannot be	
"L" doo	cument which may throw doubts on priority claim(s) or which is ed to establish the publication date of another citation or other	considered novel or cannot be consider when the document is taken alone	red to involve an inventive step	
"O" dno	special reason (as specified) "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined.			
	cument published prior to the international filing date but later an the priority date claimed	date but later "A" document member of the same patent family		
Date of the	Date of the actual completion of the international search Date of mailing of the international search report			
28 JUNE 2001 09 JAN 2002				
Commission Box PCT	Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Authorized officer HAI VAN TRAN			
Facsimile N	Facsimile No. (703) 305-3230 Telephone No. (703) 308-0000			

NOTES TO FORM PCT/ISA/220

These Notes are intended to give the basic instructions concerning the filing of amendments under Article 19. The Notes are based on the requirements of the Patent Cooperation Treaty and of the Regulations and the Administrative Instructions under that Treaty. In case of discrepancy between these Notes and those requirements, the latter are applicable. For more detailed information, see also the PCT Applicant's Guide, a publication of WIPO.

In these Notes, "Article", "Rule" and "Section" refer to the provisions of the PCT, the PCT Regulations and the PCT Administrative Instructions, respectively.

INSTRUCTIONS CONCERNING AMENDMENTS UNDER ARTICLE 19

The applicant has, after having received the international search report, one opportunity to amend the claims of the international application. It should however be emphasized that, since all parts of the international application (claims, description and drawings) may be amended during the international preliminary examination procedure, there is usually no need to file amendments of the claims under Article 19 except where, e.g. the applicant wants the latter to be published for the purposes of provisional protection or has another reason for amending the claims before international publication. Furthermore, it should be emphasized that provisional protection is available in some States only.

What parts of the international application may be amended?

The claims only.

The description and the drawings may only be amended during international preliminary examination under Chapter IL

When? Within 2 months from the date of transmittal of the international search report or 16 months from the priority date, whichever time limit expires later. It should be noted, however, that the amendments will be considered as having been received on time if they are received by the international Bureau after the expiration of the applicable time limit but before the completion of the technical proparations for international publication (Rule 46.1).

Where not to file the amendments?

The amendments may only be filed with the International Bureau and not with the receiving Office or the International Searching Authority (Rule 46.2).

Where a demand for international preliminary examination has been/a filed, see below.

How? Either by cancelling one or more entire claims, by adding one or more new claims or by amending the text of one or more of the claims as filed.

A sepiscement short must be submitted for each short of the claims which, on account of an amendment or amendments, difficu from the short originally filed.

All the claims appearing on a replacement sheet must be numbered in Arabic numerals. Where a claim is cancelled, no renumbering of the other claims is required. In all cases where claims are renumbered, they must be renumbered consecutively (Administrative Instructions, Section 205(b)).

What documents must/may accompany the amendments?

Letter (Section 205(b)):

The amendments must be submitted with a letter.

The letter will not be published with the international application and the amended claims. It should not be confounded with the "Statement under Article 19(1)" (see below, under "Statement under Article 19(1)").

The letter must indicate the differences between the claims as filed and the claims as amended. It must, in particular, indicate, in connection with each claim appearing in the international application (it being understood that identical indications concerning several claims may be grouped), whether

- (i) the claim is unchanged;
- (ii) the claim is cancelled;
- (iii) the claim is new;
- (iv) the claim replaces one or more claims as filed;
- (v) the claim is the result of the division of a claim as filed.